

**Public Outreach and Engagement Meeting
Zoom Meeting Minutes
March 23, 2023, 2:30 p.m.**

<u>LOCALITY</u>	<u>NAME</u>	X (attended)
Chesterfield County	Tim Davey, Chair	X
Goochland County	Neil Spoonhower (virtual)	X
Hanover County	Charles Waddell	X
Henrico County	Frank J. Thornton	
City of Richmond	Jacob Giovia (virtual)	X

The technology used for the PlanRVA Executive Committee meeting was a web-hosted service created by Zoom and YouTube Live Streaming and was open and accessible for participation by members of the public. A recording of this meeting is available on our [Plan RVA YouTube Channel](#). Virtual participation of this meeting by members of the Executive Committee is authorized under the City of Richmond Res. No. 2020-R025, - declaration of a local emergency due to the potential spread of COVID-19, adopted March 16, 2020. The resolution is available [here](#).

Staff Present:	
Martha Shickle	Rashaunda Lanier-Jackson (virtual)
Janice Firestone	Gilbrith Gogel
Sidd Kumar (virtual)	Mark Bittner

1. Welcome and Introductions:

Chair Davey welcomed attendees and called the March 23, 2023, Public Outreach and Engagement Committee meeting to order at 2:30 p.m.

a. Roll Call of Attendees:

Janice Firestone, Program Manager, took roll call for attendance and certified that a quorum was present.

2. November Meeting Minutes:

On motion by Charlie Waddell, seconded by Jacob Giovia, the members of the Public Outreach and Engagement Committee voted to approve the meeting as presented.

3. PlanRVA Brand Implementation Update:

Ms. Shickle provided an update on the following:

- Agenda cover sheets – these will be updated with rotating photos of the localities each month.
- “Powered by PlanRVA” logo – this is being incorporated into numerous documents and publications.
- First-look event – the event was a success.
- Member jurisdiction interaction – a half-page informational sheet geared toward locality staff and others explaining PlanRVA’s role has been created.

- Local outreach – piloting a local technical assistance project. The localities have expressed interest in a wide range of areas where PlanRVA can provide assistance.
- Regular meetings are being held with Economic Development and Planning Directors.
- Joint annual meeting – June 1, 2023. CVTA, RRTPO and PlanRVA Commission. The Governor will be invited as key-note speaker. The plan is to invite other partners in for special programs after the meeting ends.

Ms. Shickle asked for committee feedback and on the following ideas:

- Website
 - Interim update to homepage (improved navigation)
 - Overall website update to update all content
 - Planned for FY24 budget
- Committee leveraging
 - How to more effectively leverage committee members' networks.
 - Best outreach to localities/jurisdictions.
- Orientation for new members
 - The need to initiate new member networking with current members.

4. Upcoming Priorities

a. Future outreach/open house events for broader stakeholder networks

Committee members had the following suggestions:

- Outreach opportunities: partnering with communities on their various programs, such as litter pick-up. Ms. Shickle noted that staff has interacted with locality staff on the Don't Trash Central Virginia campaign. She also reported that PlanRVA has signed on to sponsor the Richmond Flying Squirrels and the Richmond Kickers.
- Leveraging networks to develop coordination.
- Advocacy program.
- Creating a separate document of resources and partners that jurisdictions can refer to.
- Meeting in April to discuss more specific budget items.

The next meeting will be scheduled for April 17th at 9:00 a.m.

5. Adjourn

Chairman Davey adjourned the meeting at approximately 3:26 p.m.